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Adoption of Renewable heating systems: an empirical test of the diffusion of innovation theory

Cristiano Franceschinis, Mara Thiene, Riccardo Scarpa, John Rose, Michele Moretto, Raffaele Cavalli



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- We relate preferences for wood pellet heating systems to Diffusion of Innovation theory.
- We found a segmentation of the population according to individual innovativeness.
- Preferences for wood pellet heating systems vary across population segments.
- Public intervention seems necessary to foster adoption among late adopters.

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